

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|-------|-----------------------------------|---------------------------|------------------|---------|---------------------|
| S1 | 4969 | 705/14.ccls. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 07:57 |
| S2 | 12574 | TV and Advertis\$5 | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 07:58 |
| S3 | 734 | S1 and S2 | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 04:59 |
| S4 | 4969 | 705/14.ccls. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:00 |
| S5 | 104 | S4 and nielsen | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:00 |
| S6 | 0 | ("2006/0085255").URPN. | USPAT | OR | ON | 2007/10/25 08:02 |
| S7 | 0 | ("2005/0055275").URPN. | USPAT | OR | ON | 2007/10/25 08:04 |
| S8 | 0 | ("2005/0021396").URPN. | USPAT | OR | ON | 2007/10/25 08:12 |
| S9 | 12574 | TV and Advertis\$5 | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:12 |
| S10 | 405 | S9 and nielsen | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:12 |
| S11 | 0 | ("2006/0041480").URPN. | USPAT | OR | ON | 2007/10/25 08:27 |
| S12 | 25971 | POD | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:28 |
| S13 | 2553 | S12 and (cost and effectiveness) | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:28 |
| S14 | 253 | S13 and TV | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:33 |
| S15 | 41 | SQAD | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:36 |
| S16 | 0 | UStimekeeper | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:36 |
| S17 | 591 | US and timekeeper | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:37 |
| S18 | 40 | S17 and TV | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:37 |
| S19 | 1 | USrevue | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:38 |
| S20 | 37 | MPMA | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:39 |
| S21 | 1 | Media performance monitor america | US-PGPUB; USPAT; USOCR | AND | ON | 2007/10/25 08:40 |
| S22 | 4 | nielsen adj people adj meter | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/25 08:41 |

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| S23 | 1 | "20060041480".pn. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 04:57 |
| S24 | 222934 | television | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 04:59 |
| S25 | 0 | S23 near advertising | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:00 |
| S26 | 1 | S23 and advertising | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:00 |
| S27 | 12574 | TV and Advertis\$5 | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:03 |
| S28 | 35781 | advertising and (cost effectiveness) | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:04 |
| S29 | 15970 | S28 and apparatus | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:04 |
| S30 | 371 | S29 and Nielsen | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:06 |
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| S32 | 0 | ("2005/0021396").URPN. | USPAT | OR | ON | 2007/10/26 05:08 |
| S33 | 22 | NMPD | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:08 |
| S34 | 15307 | "725"/\$3.ccls. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:10 |
| S35 | 2774 | S34 and advertising | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:11 |
| S36 | 1391 | S35 and cost\$4 | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:12 |
| S37 | 2 | ("5991734").URPN. | USPAT | OR | ON | 2007/10/26 05:13 |
| S38 | 0 | ("7212988").URPN. | USPAT | OR | ON | 2007/10/26 05:13 |
| S39 | 0 | ("2003/0066070").URPN. | USPAT | OR | ON | 2007/10/26 05:23 |
| S40 | 1 | BCMG.as. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/26 05:27 |
| S41 | 2 | BCMG.as. | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/10/26 05:29 |
| S42 | 23 | adview\$ | US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/10/26 05:31 |
| S43 | 0 | "725".ccls. | US-PGPUB; USPAT; USOCR | OR | ON | 2007/10/31 11:19 |

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| S44 | 47 | "725/26".cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:20 |
| S45 | 0 | "735/26".cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:20 |
| S46 | 0 | "735/16".cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:21 |
| S47 | 20268 | Television and Advertis\$5 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:21 |
| S48 | 11849 | S47 and effective\$4 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:22 |
| S49 | 1388 | S48 and metrics | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:22 |
| S50 | 0 | ("2007/0233566").URPN. | USPAT | OR | ON | 2007/10/31 11:23 |
| S51 | 87 | S49 and nielsen | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 11:26 |
| S52 | 0 | "60416981".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 12:21 |
| S53 | 4 | purcell-william.in. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 12:22 |
| S54 | 1 | "20040193487".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/10/31 12:27 |
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| S57 | 1 | "20060106709" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/12 12:50 |
| S58 | 1 | "20060190354" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/12 12:51 |
| S59 | 1 | "7076479".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/12 12:51 |
| S60 | 5 | S55 S56 S57 S58 S59 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/12 12:52 |
| S61 | 2754 | 705/10.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/12 12:52 |
| S62 | 1 | "20060190354" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:33 |
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| S64 | 1 | "20060106709" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:34 |
| S65 | 2766 | 705/10.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:35 |
| S66 | 2766 | S65 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:35 |
| S67 | 904 | S65 and advertis\$4 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:36 |

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|-----|------|-------------------------------------|---------------------------|-----|----|---------------------|
| S68 | 404 | S67 and (TV television) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:37 |
| S69 | 273 | S68 and cost | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:37 |
| S70 | 251 | S68 and (cost and advertising) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:46 |
| S71 | 239 | S70 and (database storage) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:46 |
| S72 | 2429 | S71 (graphical adj output) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:47 |
| S73 | 0 | S71 and (graphical adj output) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:47 |
| S74 | 162 | S71 and output | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:47 |
| S75 | 162 | S74 and advertis\$4 | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:53 |
| S76 | 47 | S75 and (cost adj effective \$4) | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 08:54 |
| S77 | 1 | "7295996" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 09:17 |
| S78 | 1 | "20050021396" | US-PGRUB; USPAT; USOCR | OR | ON | 2007/12/17 10:01 |
| S79 | 225 | 705/32.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:52 |
| S80 | 60 | 705/33.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:52 |
| S81 | 495 | 705/34.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:52 |
| S82 | 3175 | 705/35.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:53 |
| S83 | 0 | 705/36.cds. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:53 |
| S84 | 0 | S79 S80 S81 S82 S83 | US-PGRUB; USPAT; USOCR | AND | ON | 2008/01/03 10:53 |
| S85 | 3893 | S79 S80 S81 S82 S83 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:53 |
| S86 | 1469 | S85 and apparatus | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:54 |
| S87 | 247 | S86 and (television TV) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:54 |
| S88 | 210 | S87 and databases | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:56 |
| S89 | 17 | S88 and scoring | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/03 10:56 |
| S90 | 0 | "10625655".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/09 06:56 |
| S91 | 0 | "10625655".rlan. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/09 06:57 |

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| S92 | 0 | "625655".prn. | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 06:57 |
| S93 | 26529 | POD | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 09:22 |
| S94 | 2129 | S93 and advertis\$4 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 09:22 |
| S95 | 379 | S94 and (TV television) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 09:23 |
| S96 | 190 | S95 and metric\$ | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 09:23 |
| S97 | 687 | 725/32 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 11:59 |
| S98 | 76 | 725/33 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 11:59 |
| S99 | 539 | 725/34 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 11:59 |
| S100 | 383 | 725/35 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 11:59 |
| S101 | 337 | 725/36 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 12:00 |
| S102 | 21 | S97 S98 S99 S100 S101 | US-PGPUB; USPAT; USOCR | AND | ON | 2008/01/09 12:00 |
| S103 | 1349 | S97 S98 S99 S100 S101 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 12:00 |
| S104 | 751 | S103 and apparatus | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 12:00 |
| S105 | 632 | S104 and (TV television) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 12:01 |
| S106 | 23 | S105 and metrics | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/09 12:01 |
| S107 | 689 | 725/32 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S108 | 76 | 725/33 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S109 | 540 | 725/34 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S110 | 383 | 725/35 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S111 | 340 | 725/36 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S112 | 1353 | S107 S108 S109 S110 S111 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S113 | 1353 | S112 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:52 |
| S114 | 697 | S113 and (cost quality) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:53 |
| S115 | 0 | S114 and (quality adj score) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:55 |

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| S116 | 0 | S112 and (quality adj score) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:55 |
| S117 | 1517 | quality adj score | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:55 |
| S118 | 191 | S117 and (TV television) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:56 |
| S119 | 52 | S118 and advertis\$4 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/16 07:57 |
| S120 | 690 | 725/32 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S121 | 76 | 725/33 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S122 | 540 | 725/34 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S123 | 383 | 725/35 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S124 | 340 | 725/36 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S125 | 1354 | S120 S121 S122 S123 S124 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S126 | 378 | S125 and graphical | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S127 | 0 | S126 and anaylsis | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:54 |
| S128 | 371 | graphical and (quantitative adj comparison) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:56 |
| S129 | 54 | S128 and (TV or television) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:57 |
| S130 | 8 | S129 and advertis\$4 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 06:57 |
| S131 | 54 | S129 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 07:00 |
| S132 | 8 | S131 and (marketing advertis\$4) | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/17 07:16 |
| S133 | 1937126 | benchmark standards | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:27 |
| S134 | 691 | 725/32 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S135 | 76 | 725/33 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S136 | 540 | 725/34 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S137 | 383 | 725/35 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S138 | 340 | 725/36 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S139 | 1355 | S134 S135 S136 S137 S138 | US-PGPUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |

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| S140 | 851 | S133 and S139 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:28 |
| S141 | 477 | S140 and (cost quality) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:29 |
| S142 | 441 | S140 and adverti\$4 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:30 |
| S143 | 0 | S142 and (benchmark near cost) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:30 |
| S144 | 890 | S142 (market adj standards) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:31 |
| S145 | 50 | S144 and benchmark\$ | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 08:32 |
| S146 | 1 | (cost adj benchmark)and (quality adj benchmark) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:13 |
| S147 | 22 | cost adj benchmark | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:16 |
| S148 | 4 | S147 and adverti\$4 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:18 |
| S149 | 1 | "20020184068".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:32 |
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| S151 | 1 | "20030200113".pn. | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:33 |
| S152 | 1 | S151 and (adverti\$4 marketing) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:34 |
| S153 | 1194290 | quality benchmark | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:35 |
| S154 | 691 | 725/32 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S155 | 76 | 725/33 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S156 | 540 | 725/34 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S157 | 383 | 725/35 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S158 | 340 | 725/36 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S159 | 1355 | S154 S155 S156 S157 S158 | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
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| S161 | 222 | S160 and (adverti\$4 marketing) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |
| S162 | 213 | S161 and (TV television) | US-PGRUB; USPAT; USOCR | OR | ON | 2008/01/22 09:36 |

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